Usage of Search Engines and its impact on Research of Research Scholars (A case study of Research Scholars of KSAWU Vijayapura)

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Abstract

For the last 20 years, Google has been the search engine that most people use for everyday searches, product research, and staying up to date on the latest news. With its long-standing domination and majority market share, it's been hard to argue that any search engine serves up better results than Google. Because of this market dominance, Google has also been the main search engine of focus for SEO and marketing professionals. Hence the present study is focussing on how these Search Engines are going to help Researchers in their research.

Introduction

A Search Engine is a software program that provides information according to the user query. It finds various websites or web pages that are available on the internet and gives related results according to the search. Search engine is an internet-based software program whose main task is to collect a large amount of data or information about what is on the internet, then categorizes the data or information and then help user to find the required information from the categorized information. Google, Yahoo, Bing are the most popular Search Engines. Usage of Search Engine are done in searching for information, images, videos, searching location, searching people, Entertainment, and Education etc. It is estimated that more than 5.6 billion searches are made per day.

Objectives

1) To study usage pattern of Search Engines among Research Scholars.

Research Methodology:

Research was conducted purely on primary basis and the data was collected through questionnaire method. And a sample of 100 Research scholars of the various departments of the Women's University Vijayapura was chosen and average mean percentage method was used.

Findings

1. Majority i.e 32% of them are males.
2. Majority i.e 73% of them are from urban region.
3. Majority i.e 100% of them makes use of search engines for their research.
4. Majority i.e 45% of them use Yahoo.com search engine, 38% of them use Bing.com search engine for their research.
5. Major 61% of them search for data related to research.
6. Major 63% of them feel authencity of the data is 3sometimes correct & 32% feel the data collected is sometimes wrong.
7. Major 48% of them feel the major side effect of search engines is they get linked to unwanted of pornographies sites & 24% of them fear of hacking.
8. Majority i.e 60% of them search online whenever need is there & 40% of them browse internet daily.
9. Majority i.e 28% of them prefer Amazon & 18% of them prefer Flipkart if at all they want to go for shopping.
10. Majority i.e 18% of them login to google & research gate & 14% of them go for shodhgangotri for searching data online.
11. Majority i.e 48% of them browse net through using laptops & 30% use browsing through their mobile phones.
12. Majority i.e 76% browses net for 2-4 hours.
13. Majority i.e 28% feels easily access of data as the major benefit they get from search engines.
14. Majority i.e 84% of them starts using search engines before taking up search program.
15. Majority i.e 29% of them suggest more accurate & adequate data to be hoisted online & 23% of them suggests removing unnecessary pop up ads from the sites.

Suggestions

1. Majority i.e 32% of them are males that means less women are come forward to take research & even parents encourage much girls to take up higher studies. Not only men even women also to be encouraged for research.
2. Majority i.e 73% of them are from urban region its good as they will have more access to latest facilities of technologies, but India lies in village so more rural background students to be encouraged for research.
3. Majority i.e 45% of them use only Yahoo.com & Bing.com, but there are other search engines, which could be made uses of for their research.

4. Majority i.e 61% use search engines for collecting data related to their research it means internet & search engines are optimally used for research & not used for other unnecessary activities.

5. 63% believe regarding authenticity of data on net is sometimes correct that means they don't fully trust the data on net, so they use other means to collect data for their research.

6. Major 48% of them feel search engines get linked to unwanted & pornography sites as the major side effect of using search engines, this has to be taken care by cyber cites & sometimes has to be set up to avoid this side effect.

7. Major 60% use search engines whenever there need & 40% of them browse internet daily that means even through they feel sometimes the data is right, but still majority of researchers depend on the usage of search engines for their research.

8. Major i.e 48% of them browse internet through using laptops & 30% use search engines through mobile phones. That means laptops & mobiles are the most popular medium through which internet is browsed.

9. Major 76% browse net for 2-4 hours that means major usage of net/search engines are done by research scholars.

10. Major i.e 84% of them started using search engines before pursuing their Ph.D. that means search engines are user friendly & widely used all over the world.

Conclusion

Whether for research or other purposes, search engines are the major part of internet, which helps in finding information the browser wants. Not just research scholars everyone uses internet & searches data on various things through search engines. Search engines are very much useful to research scholars in their research.